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If you bought this as a gift, who was it for?

- | | |
|---|--|
| <input type="checkbox"/> A son or daughter | <input type="checkbox"/> A grandchild |
| <input type="checkbox"/> A sibling | <input type="checkbox"/> Another child |
| <input type="checkbox"/> A friend | <input type="checkbox"/> A spouse or partner |
| <input type="checkbox"/> A parent | <input type="checkbox"/> A grandparent |
| <input type="checkbox"/> I bought this for myself | <input type="checkbox"/> I received it as a gift |
| <input type="checkbox"/> Other (please tell us) | |

Have you bought/received this Annual before?

- ☐ Yes, I have bought it before
☐ Yes, I have received it as a gift before
☐ No, I have never bought or received this Annual before

If you have bought it before, for how long have you been buying this Annual?

- ☐ 1-2 years ☐ 3-5 years ☐ 6-10 years ☐ 10 years +
☐ I received it as a gift
☐ I have not bought this Annual before

If you have received it as a gift before, for how long have you been receiving this Annual?

- ☐ 1-2 years ☐ 3-5 years ☐ 6-10 years ☐ 10 years +
☐ I bought it as a gift
☐ I have not received this Annual before

Have you any bought any other Annuals this year?

- ☐ Yes ☐ No
If yes, please tell us which ones

Would you say that you have bought more or less Annuals this year?

- ☐ More ☐ The same ☐ Less

Can you say why?

Have you any received any other Annuals as gifts this year?

- ☐ Yes ☐ No
If yes, please tell us which ones

Would you say that you have received more or less Annuals this year?

- ☐ More ☐ The same ☐ Less

Have you read a digital edition of an Annual?

- ☐ Yes
☐ No but I would consider it
☐ No and I would NOT consider it

If yes, please tell us which digital edition Annuals you have read

.....

Would you be interested in purchasing old editions of Annuals you may have missed? (please tick all answers that apply)

- ☐ Yes, I would be interested in old editions of digital Annuals
☐ Yes, I would be interested in old editions of paper Annuals
☐ No I am not interested

Have you bought/received any other products related to this title?

- (please tick all answers that apply)
☐ Yes, I have bought ☐ Yes, I have received ☐ No

If yes, please tell us what other products you have bought/received related to this title

What products from this title would you like to be able to buy?

.....

Thinking about technology, which of the following devices do you own?

(please tick all answers that apply)

- | | |
|--|--|
| <input type="checkbox"/> iPhone | <input type="checkbox"/> Smartphone (excluding iPhone) |
| <input type="checkbox"/> iPad/Pad mini | <input type="checkbox"/> Tablet PC (excluding iPad) |
| <input type="checkbox"/> Kindle | <input type="checkbox"/> E-reader (excluding Kindle) |
| <input type="checkbox"/> None of the above | |

Have you bought/read any of these titles as in the last 3 months?

(please tick all answers that apply)

- | | |
|---|---|
| <input type="checkbox"/> The Beano Comic | <input type="checkbox"/> BeanoMax |
| <input type="checkbox"/> The Beano Annual | <input type="checkbox"/> Jacqueline Wilson Magazine |
| <input type="checkbox"/> Jacqueline Wilson Annual | <input type="checkbox"/> My Weekly Magazine |
| <input type="checkbox"/> My Weekly Annual | <input type="checkbox"/> The People's Friend Magazine |
| <input type="checkbox"/> The People's Friend Annual | <input type="checkbox"/> The Sunday Post Newspaper |
| <input type="checkbox"/> Dennis & Gnasher | <input type="checkbox"/> None of the above |

Have you bought/read any of these digital editions in the last 3 months?

(please tick all answers that apply)

- ☐ Beano ☐ The People's Friend ☐ None

Have you visited any of these websites in the last 3 months? (please tick all answers that apply)

- | | |
|--|---|
| <input type="checkbox"/> www.beano.com | <input type="checkbox"/> www.thepeoplesfriend.co.uk |
| <input type="checkbox"/> www.dnity.com | <input type="checkbox"/> www.myweekly.co.uk |
| <input type="checkbox"/> www.myweekly.co.uk | <input type="checkbox"/> www.sundaypost.com |
| <input type="checkbox"/> www.sundaypost.com | <input type="checkbox"/> www.je-map.com |
| <input type="checkbox"/> www.dcthomsonshop.co.uk | <input type="checkbox"/> None of the above |

Are you?

- ☐ Male ☐ Female

Please tell us your age...

- | | | | |
|----------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Under 7 | <input type="checkbox"/> 7-10 | <input type="checkbox"/> 11-14 | <input type="checkbox"/> 15-19 |
| <input type="checkbox"/> 20-24 | <input type="checkbox"/> 25-34 | <input type="checkbox"/> 35-44 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 55-64 | <input type="checkbox"/> 65-74 | <input type="checkbox"/> 75+ | |

Where do you live?

- | | | |
|--|---|--|
| <input type="checkbox"/> SE England | <input type="checkbox"/> SW England | <input type="checkbox"/> London |
| <input type="checkbox"/> East of England | <input type="checkbox"/> East Midlands | <input type="checkbox"/> West Midlands |
| <input type="checkbox"/> Yorks & Humber | <input type="checkbox"/> NE England | <input type="checkbox"/> NW England |
| <input type="checkbox"/> Scotland | <input type="checkbox"/> Wales | <input type="checkbox"/> N Ireland |
| <input type="checkbox"/> Eire | <input type="checkbox"/> Overseas (if so, please tell us where) | |

If you live in the UK, please tell us your postcode

.....



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